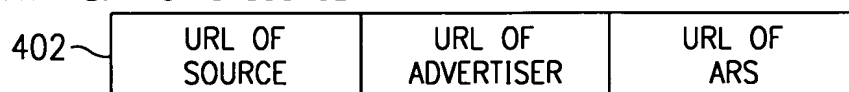


PATH A: SOURCE TO ARS



*FIG. 4a*

PATH B: ARS TO SOURCE



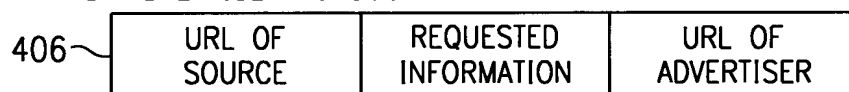
*FIG. 4b*

PATH C: SOURCE TO ADVERTISER



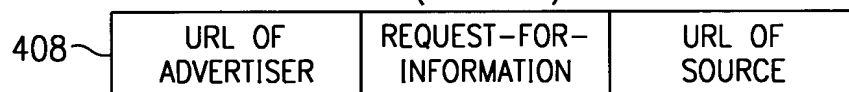
*FIG. 4c*

PATH D: ADVERTISER TO SOURCE

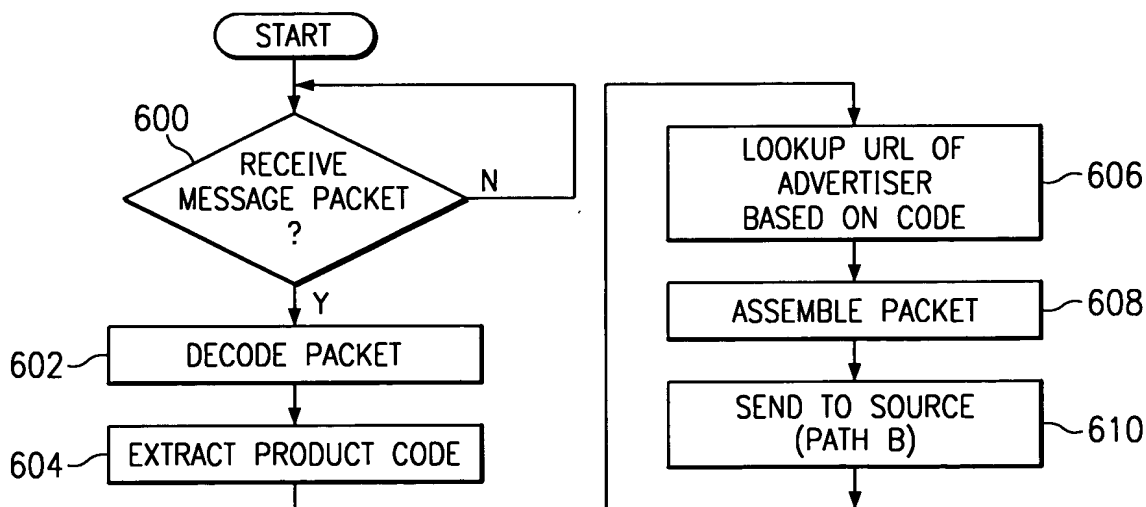


*FIG. 4d*

PATH E: ARS TO ADVERTISER (OPTIONAL)



*FIG. 4e*



*FIG. 6*

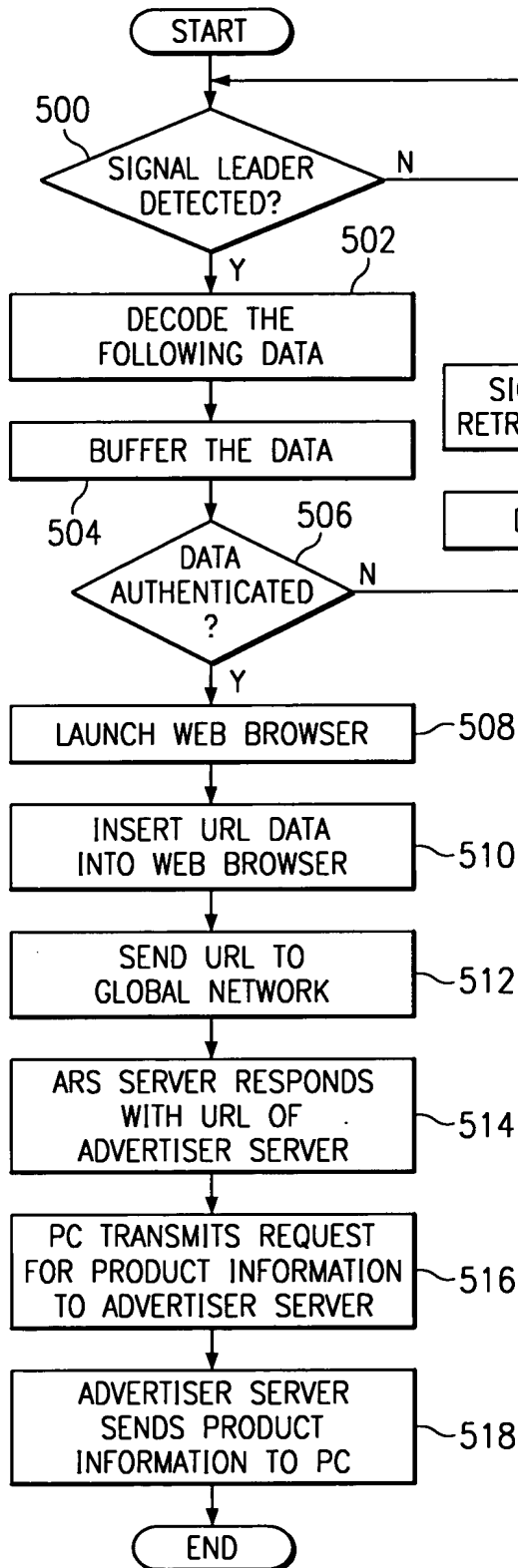


FIG. 5

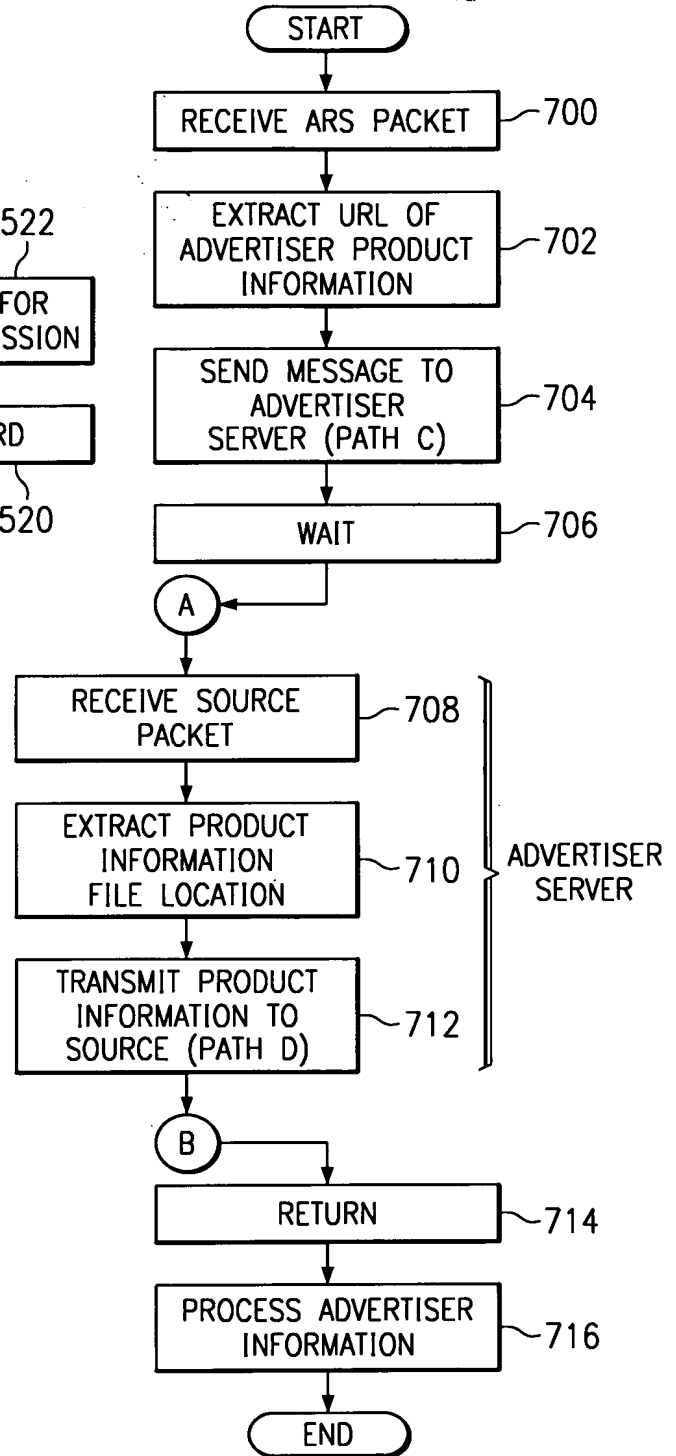


FIG. 7

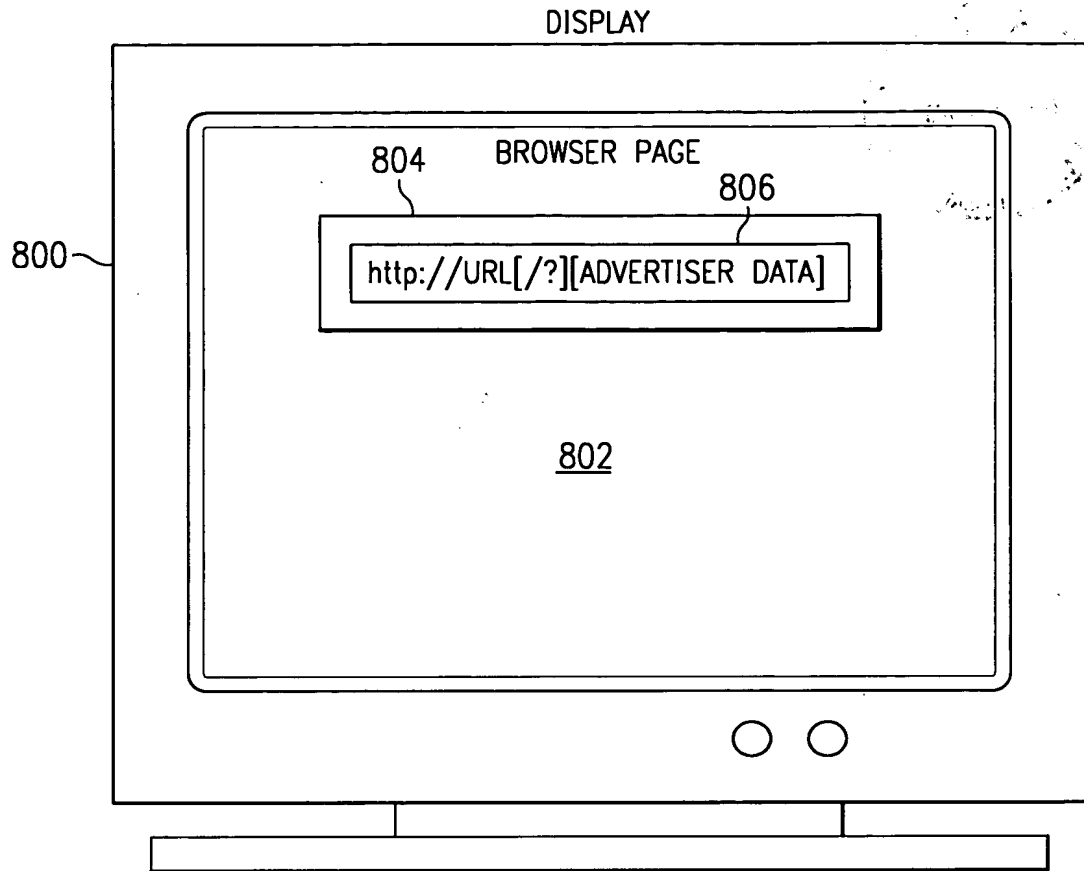


FIG. 8

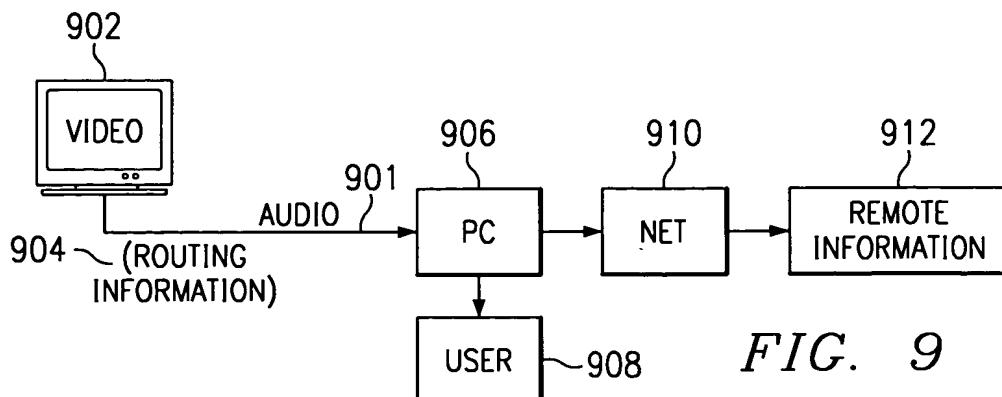
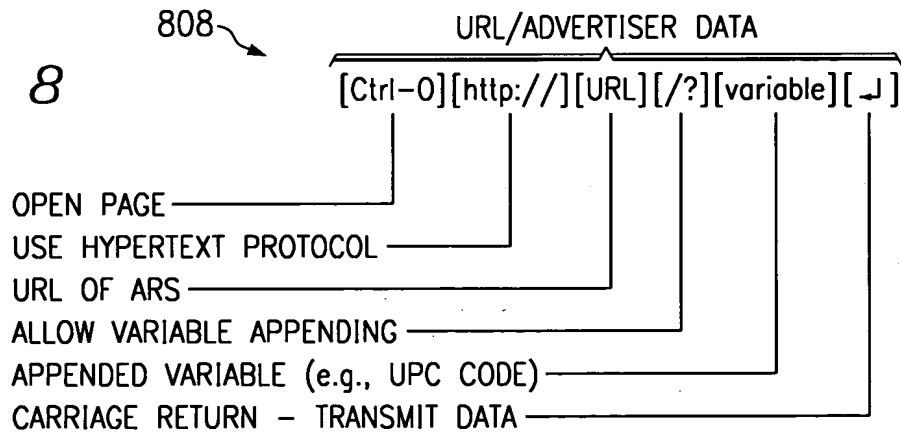


FIG. 9

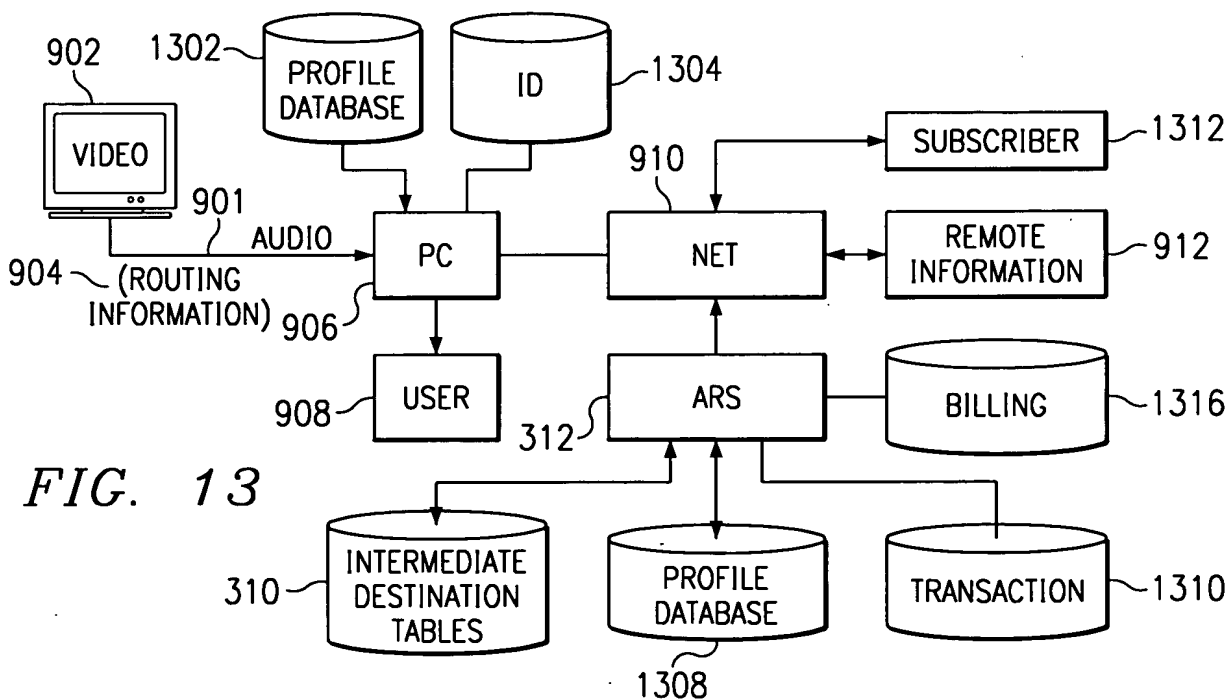
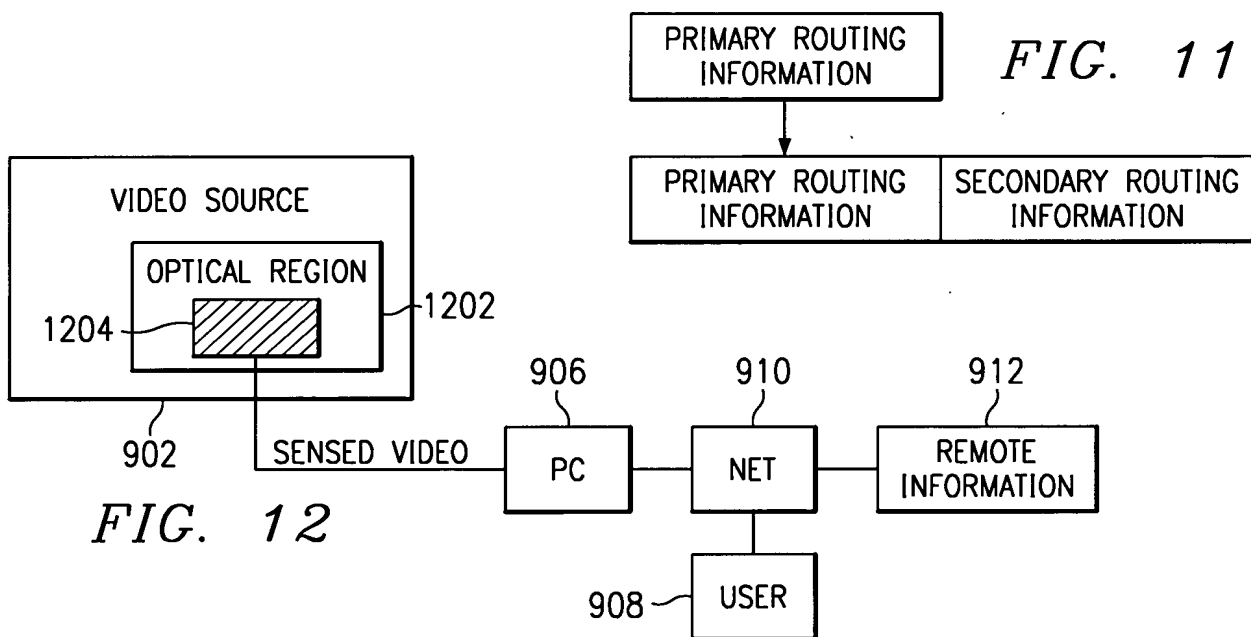
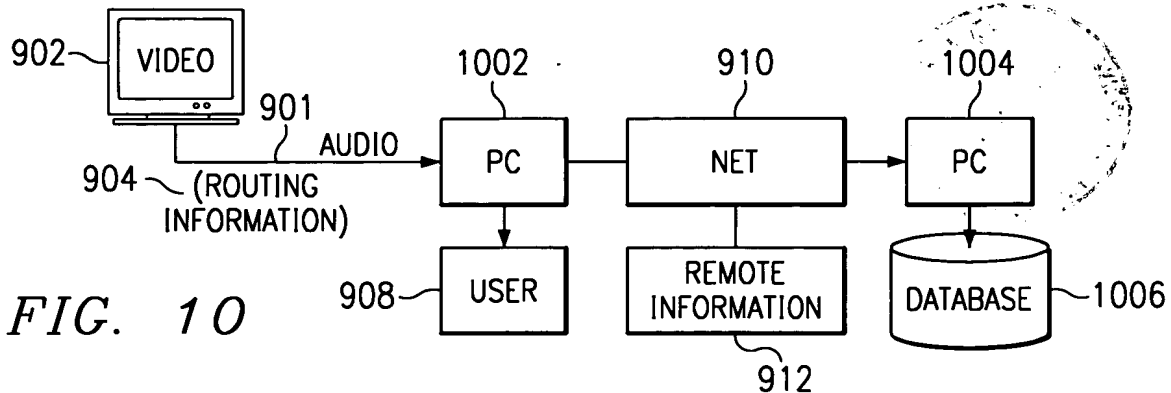


FIG. 13

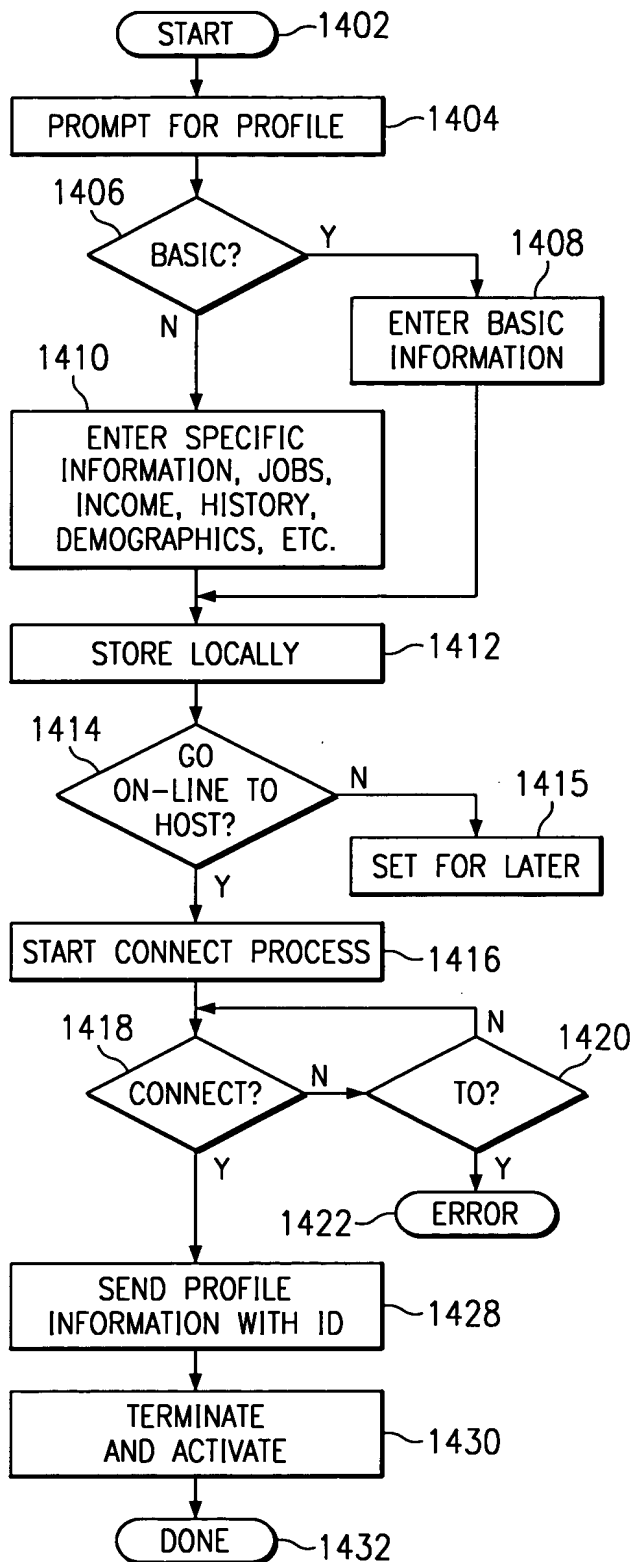


FIG. 14

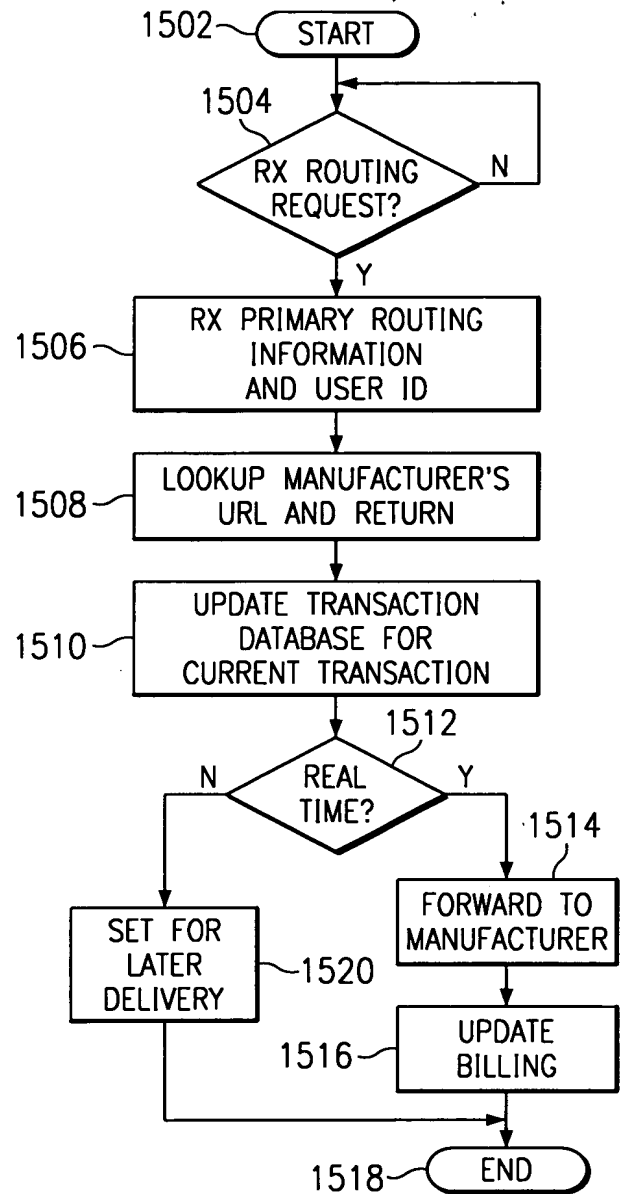


FIG. 15

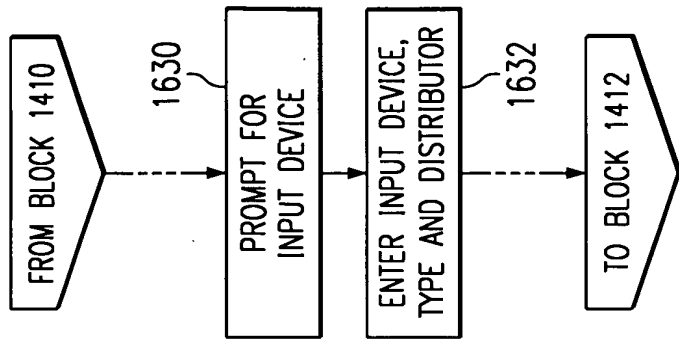


FIG. 16a

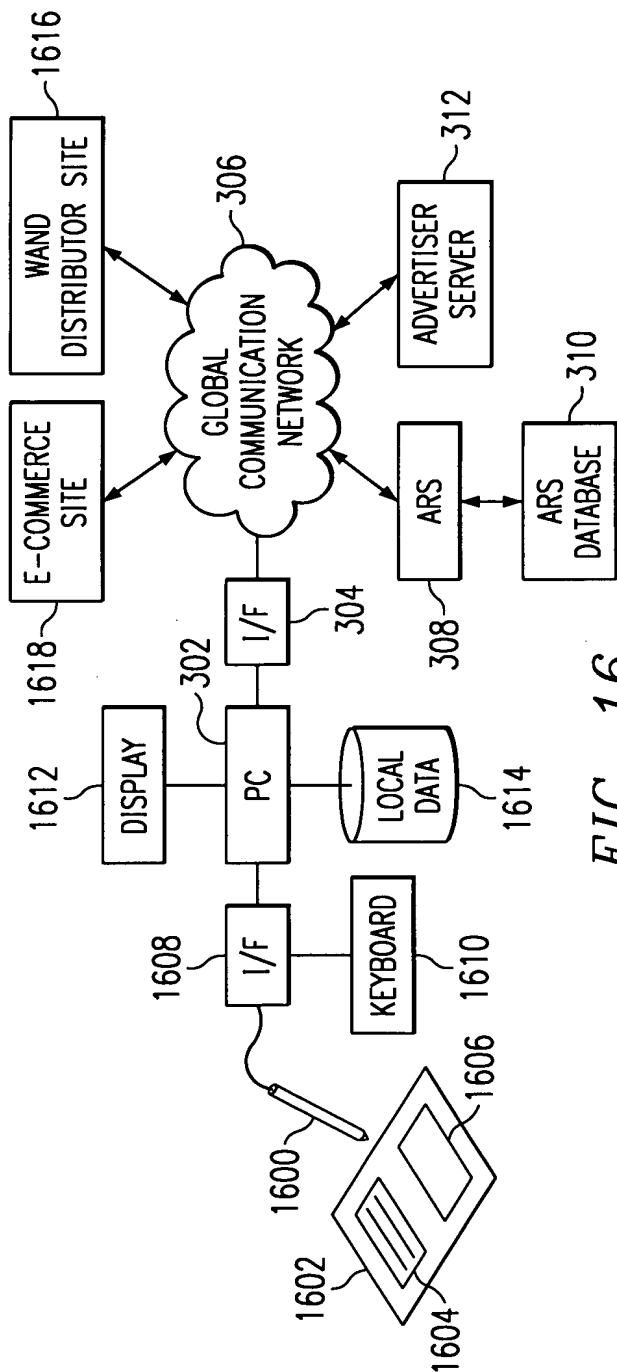


FIG. 16

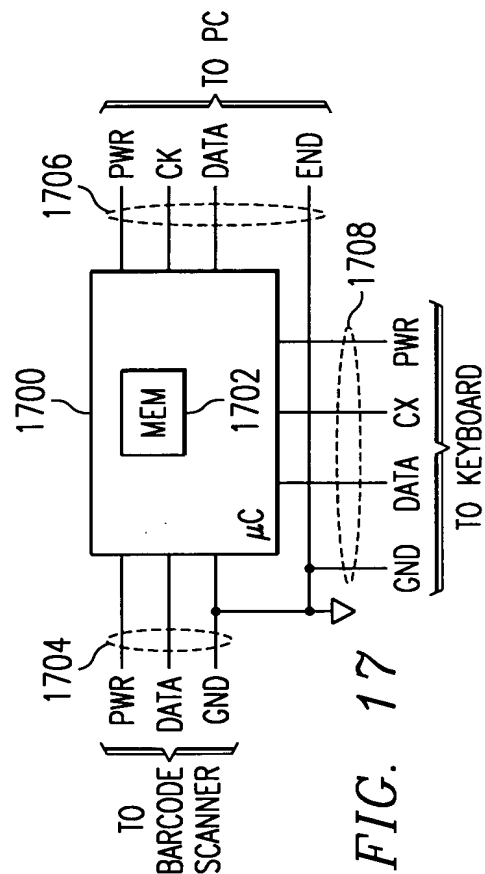


FIG. 17

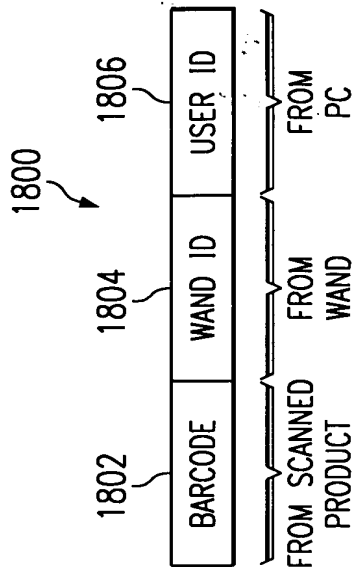
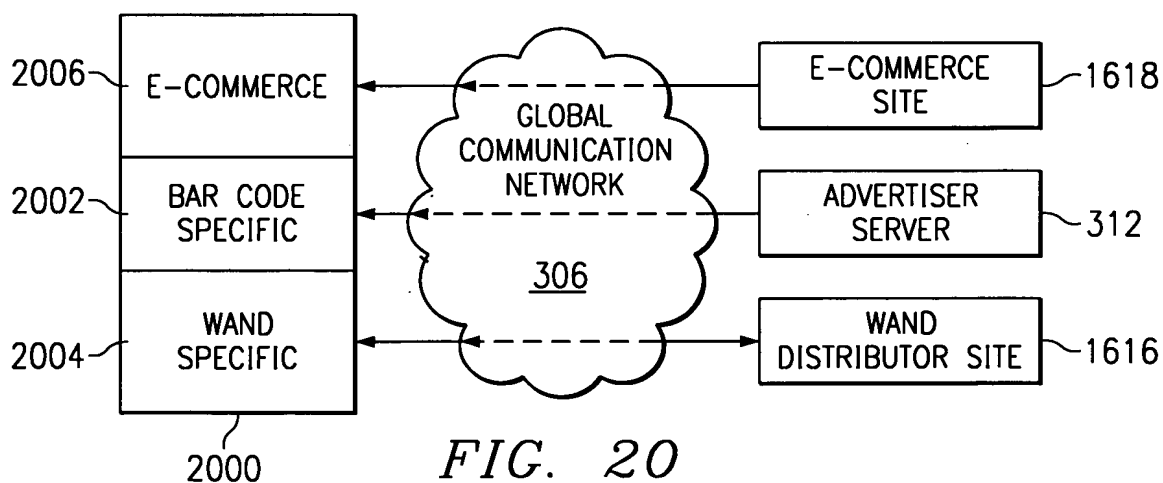
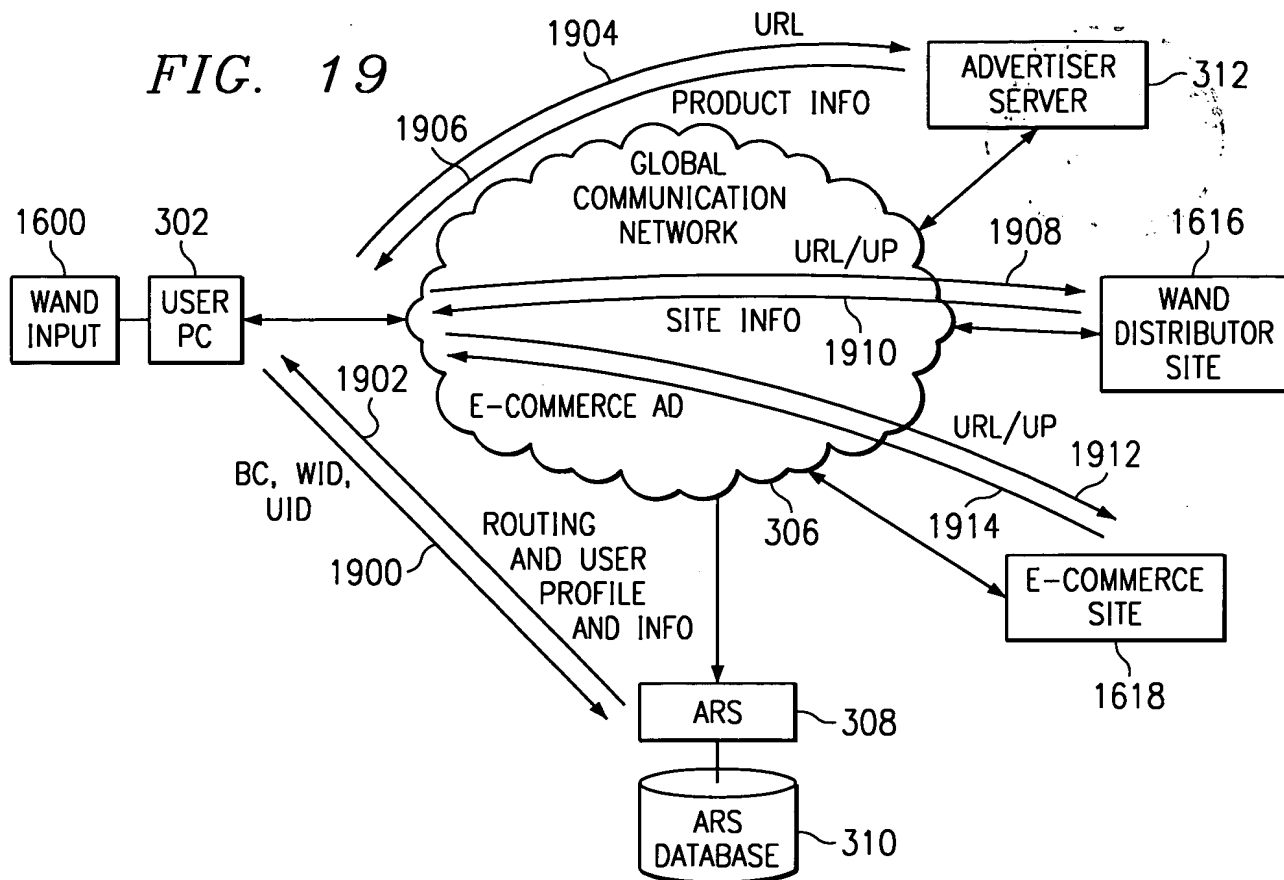


FIG. 18



2102		2104		2106	2108	
PRODUCT		WAND		USER	E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO

**FIG. 21**



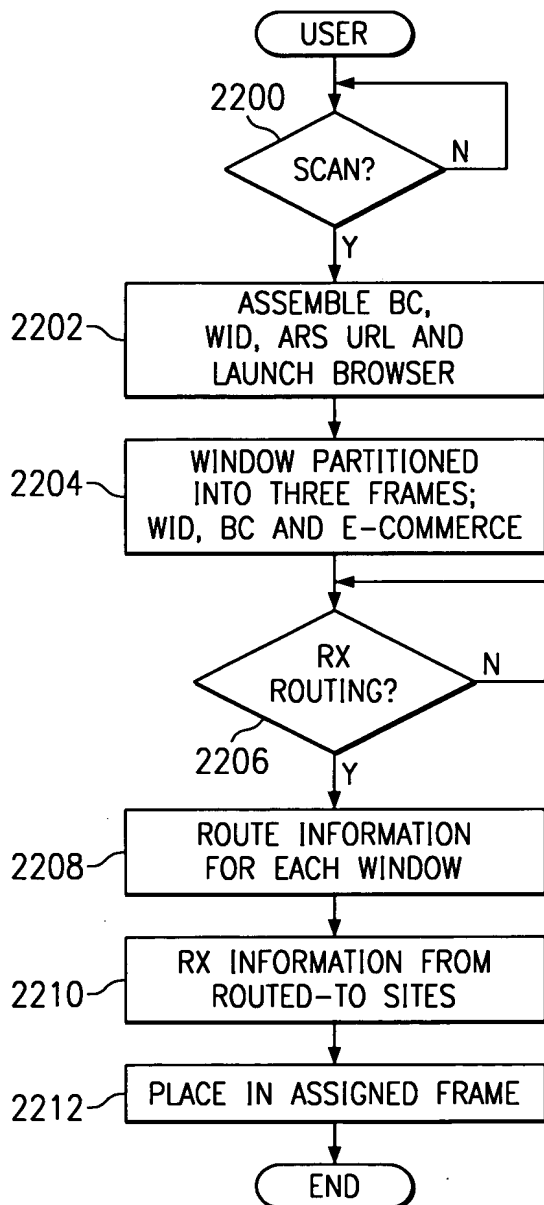


FIG. 22

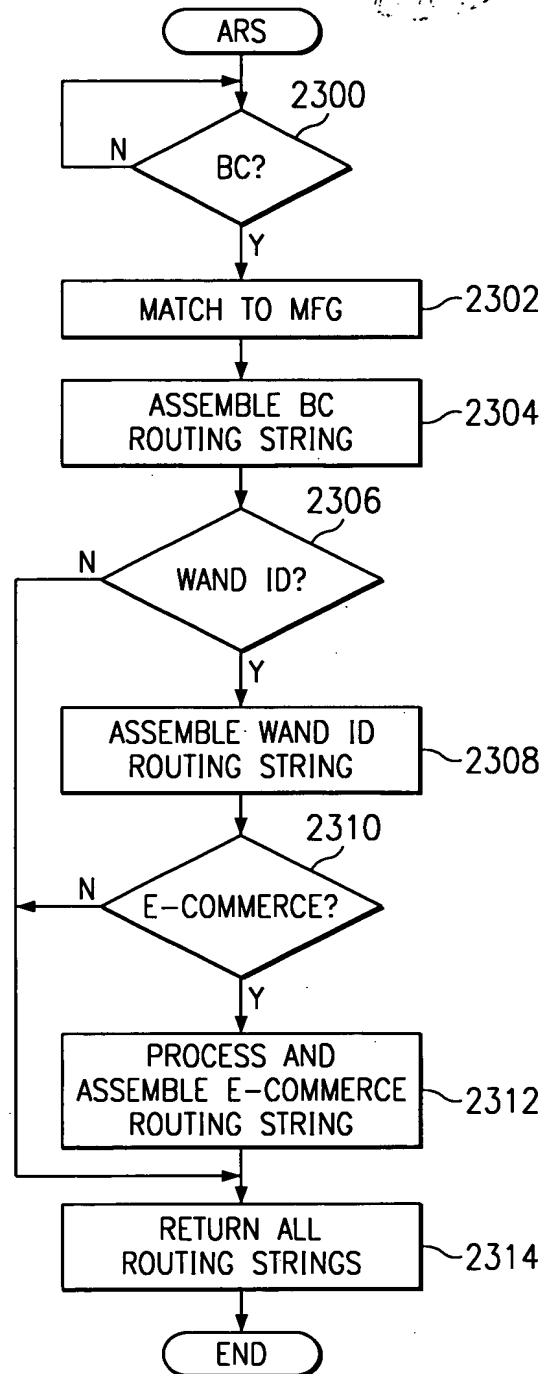


FIG. 23

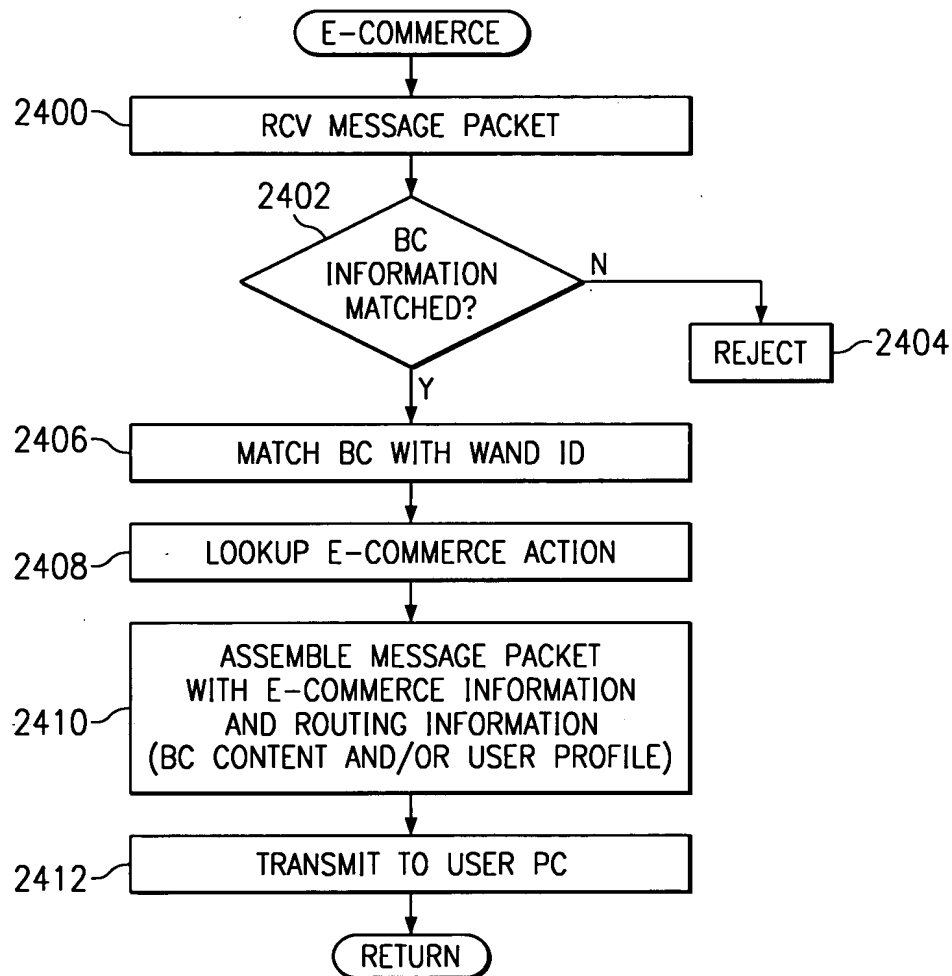


FIG. 24